



State of North Carolina
Office of the Governor

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**GOV. EASLEY ANNOUNCES STATE'S SENIOR CARE PROGRAM
RECOGNIZED AS NATIONAL MODEL**

RALEIGH – Gov. Mike Easley announced today that North Carolina's Senior Care program has received national recognition for its outreach efforts. The Medicare Rx Drug Benefit Outreach and Education Project is citing North Carolina's senior drug assistance program as a model for other states to follow.

"Senior Care is a national model in providing for the greatest generation," said Easley. "The AARP (American Association of Retired Persons) has recognized our program as providing the best drug coverage for seniors in America. We are pleased our education program is also being recognized as a national model. We have reached out to people across the state to let them know about Senior Care and these efforts have paid off in more seniors getting assistance for the drugs they need."

Senior Care enrollment more than doubled from 44,000 in September 2004 to 88,803 in January 2005 due to outreach efforts.

The Medicare Rx Drug Benefit Outreach and Education Project is funded by the U.S. Administration on Aging to assist state and local aging agencies in their work to implement the Medicare Prescription Drug Improvement and Modernization Act of 2003 (MMA) over the next year. MMA provides prescription drug benefits for seniors over 65.

North Carolina's Senior Care program is profiled on the project's website, www.MedicareRxOutreach.org, which highlights the key areas contributing to Senior Care's success including:

- Coordination of state benefits with the Medicare Approved Prescription Drug Discount Program so that many North Carolina seniors are eligible for a \$2,400 benefit for 2004-05 using one benefit card;
- Work with partners from across the state to educate seniors, families and caregivers about the program; and
- Creation of activities to promote the program, including an educational blitz that culminated with a statewide Senior Care Sign-Up Day.

Senior Care offers a drug benefit that covers 90 percent of the cost for most prescription drugs and insulin. To qualify for Senior Care, a person must: